



H1-2017 performance review

October 25, 2016

Agenda

Opportunity

Industry overview

Company strategy and performance

Agenda

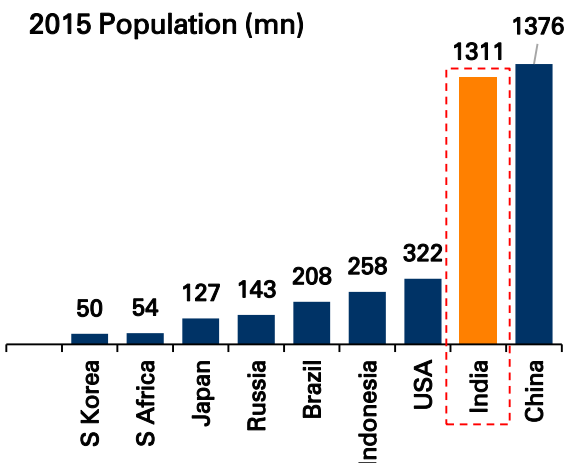
Opportunity

Industry overview

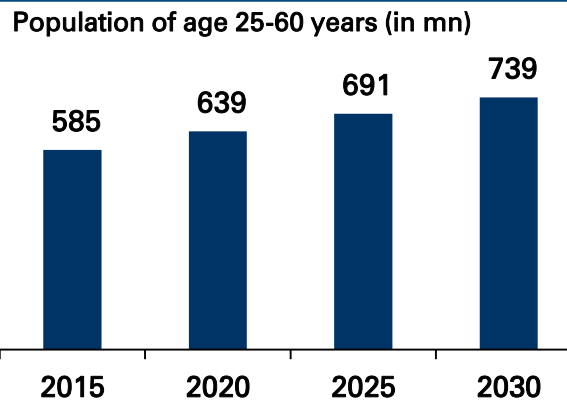
Company strategy and performance

Favourable demography to drive macro growth

Large and Growing Population Base¹



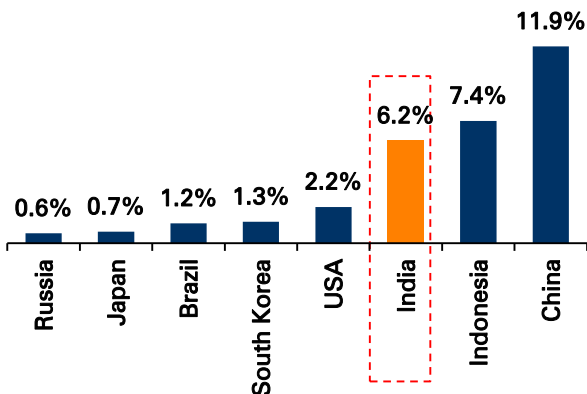
High Share of Working Population²



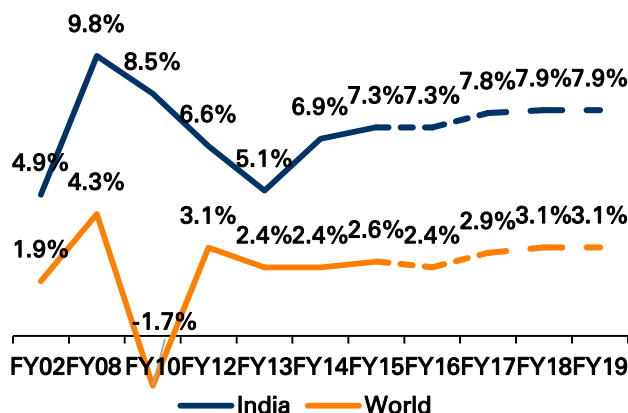
- Indian economy poised to head towards sustained growth fuelled by favourable demographics, rising affluence

Rising Affluence¹

GDP per Capita
CAGR (2007-2017)



Driving GDP Growth³



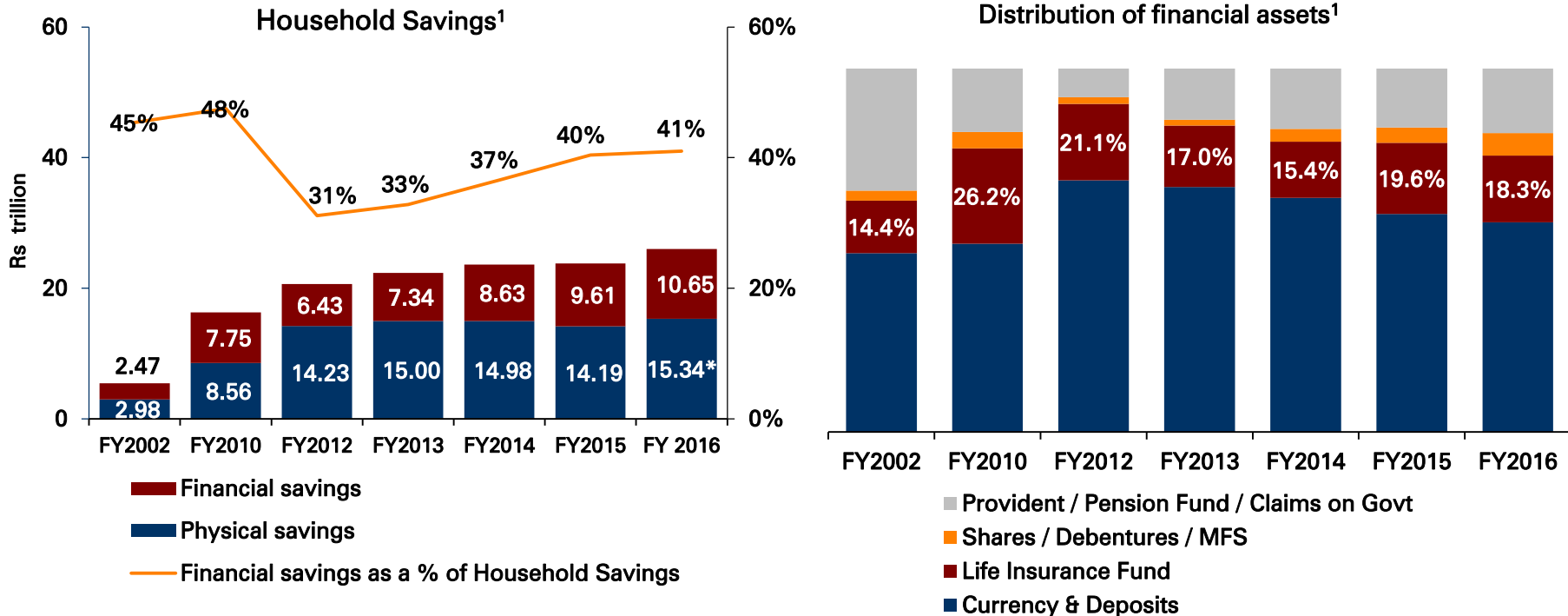
- Growth rate of total premium written by the insurance industry has outpaced the GDP growth rate over the period of FY2002-FY2016

1. Source: Economist Intelligence Unit, CRISIL Research

2. Source: UN population division 2015 release

3. Source: World bank database

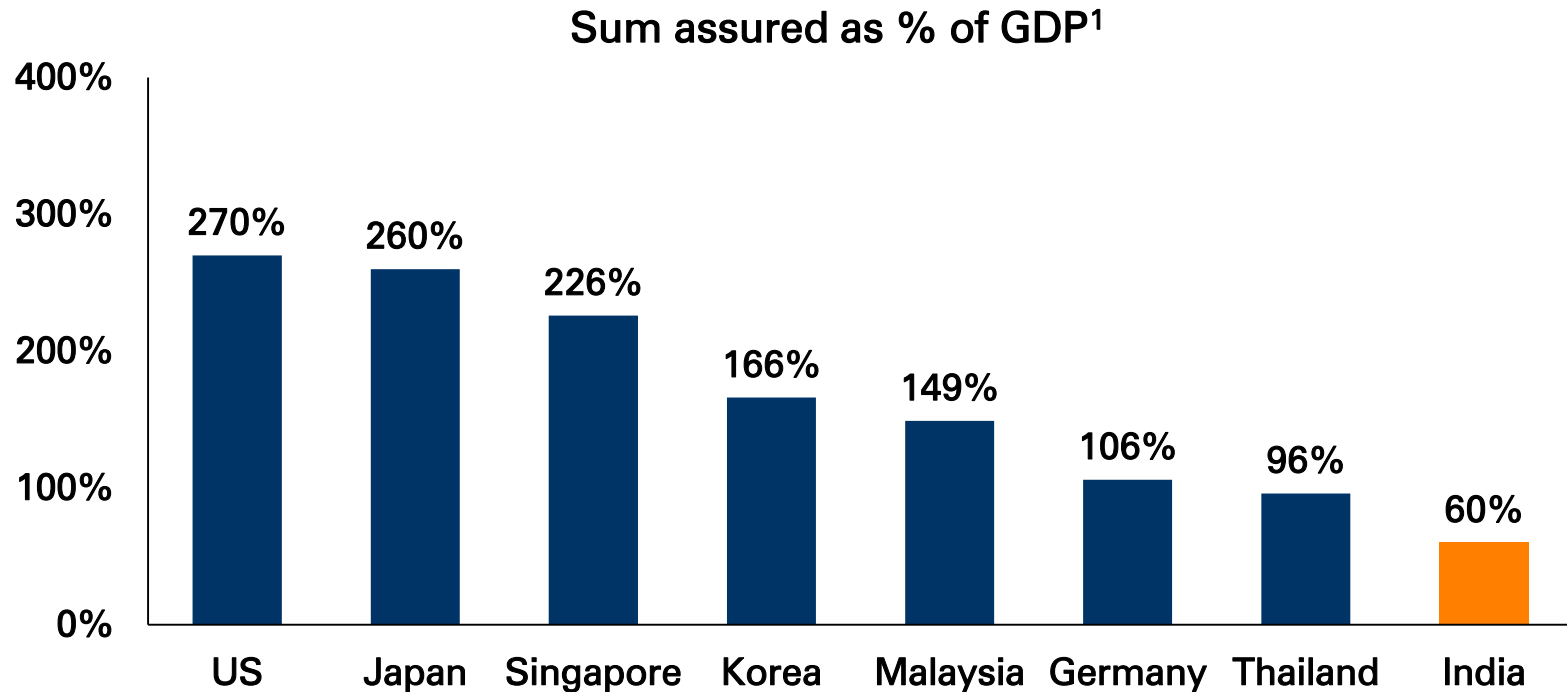
Share of insurance in household savings



- Part of physical savings shifting to financial savings
- Insurance share of financial saving 18.3% compared to peak of 26.2% in FY2010
- Improved product proposition of life insurance savings products

1. Source: CSO, RBI
 *Company estimate

Protection opportunity



- Sum assured as % of GDP low compared to other countries
- Protection gap for India approximately US \$ 8.5 trillion²

1. Source: McKinsey analysis 2013
2. Swiss Re, Economic Research and Consulting 2014

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Evolution of life insurance industry in India

	FY2002		FY2010		FY2016
New business premium ¹ (Rs bn)	116	21.5%	550	-3.6%	441
Total premium (Rs bn)	501	23.2%	2,655	5.5%	3,667
Penetration (as a % to GDP)	2.1%		4.1%		2.7%
Assets under management (Rs bn)	2,304	24.0%	12,899	11.9%	25,294
In-force sum assured ² (Rs bn)	11,812*	15.5%	37,505	15.9%	90,752
In-force sum assured (as % to GDP)	50.1%		57.9%		66.8%

Life insurance industry predominantly savings oriented

1. Retail weighted premium

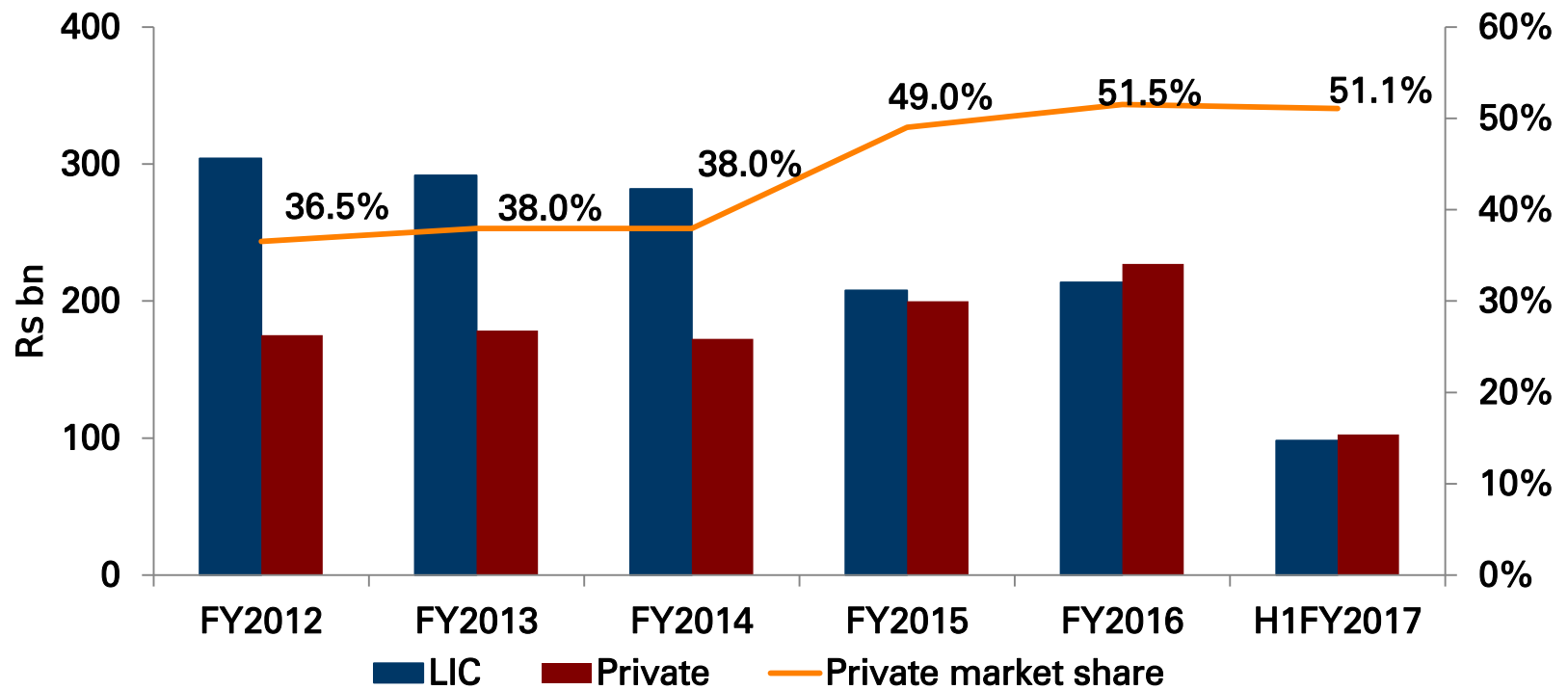
2. Individual and Group in-force sum assured

Source: IRDAI, CSO, Life insurance council

* Company estimate

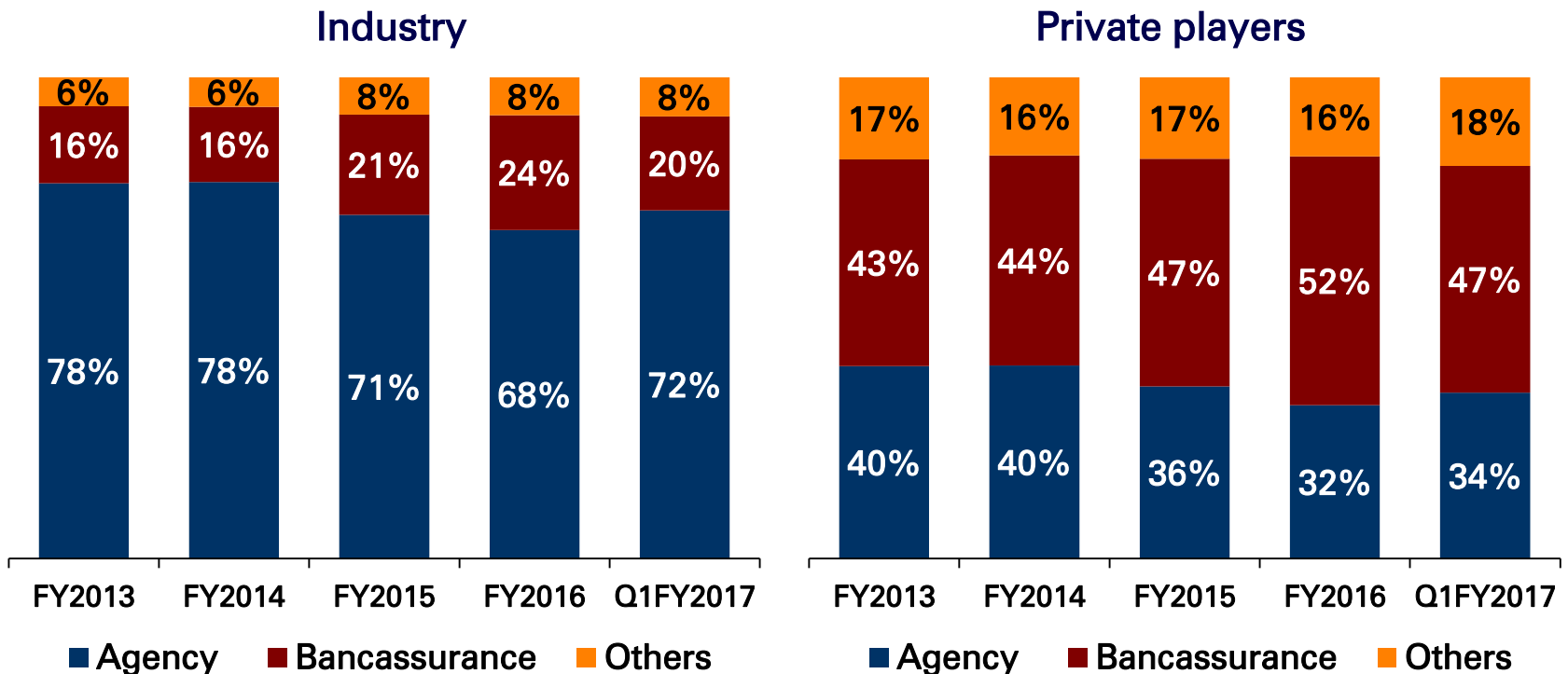
New business¹

Growth	FY2013	FY2014	FY2015	FY2016	H1FY2017
Private	1.9%	-3.4%	15.9%	13.6%	20.0%
LIC	-4.1%	-3.4%	-26.3%	2.9%	15.7%
Industry	-1.9%	-3.4%	-10.3%	8.1%	17.9%



1. Retail weighted new business premium
Source : IRDAI, Life insurance council

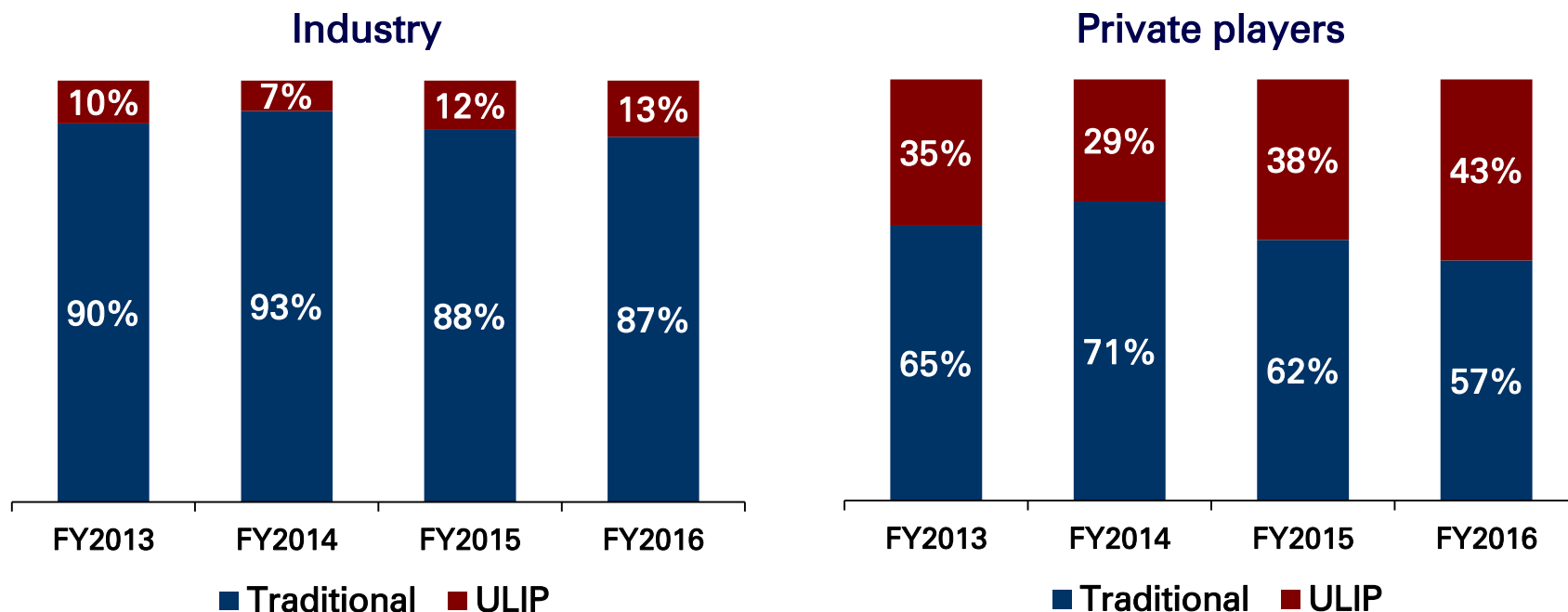
Channel mix¹



- Given a well developed banking sector, bancassurance has become largest channel for private players

1. Individual new business premium basis
 Source: IRDAI, Public disclosures
 Components may not add up to the totals due to rounding off

Product mix¹



- **Strong value proposition of ULIPs**

- Transparent and low charges
- Lower discontinuance charges upto year 5 and zero surrender penalty after 5 years
- Choice of asset allocation to match risk appetite of different customer

1. New business premium basis
Source: IRDAI, Life insurance council

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Company Overview

Largest Private Sector Life Insurer in India	<ul style="list-style-type: none">● Largest private sector life insurer in India by total premium and AUM in FY2016● Recorded highest new business premium¹ amongst private players since FY2002²
Robust Distribution Network	<ul style="list-style-type: none">● Largest bancassurance channel in India in terms of first year retail received premium in FY2016²● Largest direct sales channel in India on the basis of first year retail received premium in FY2016²● 3rd largest agency channel in India in terms of new business retail received premium in FY2016²
Strong Capital Position	<ul style="list-style-type: none">● Solvency ratio of 305.9%³● No capital infusion since FY2009
Delivering Returns to Shareholders	<ul style="list-style-type: none">● RoE⁴ of more than 30% for each year since FY2012● Consistent payment of annual dividend since FY2012

1. On RWRP basis

2. Source: CRISIL Research

3. As of September 30, 2016

4. Return on Equity (ROE): Profit After Tax/Average Net worth

Strategy: Market leadership + Profitable growth

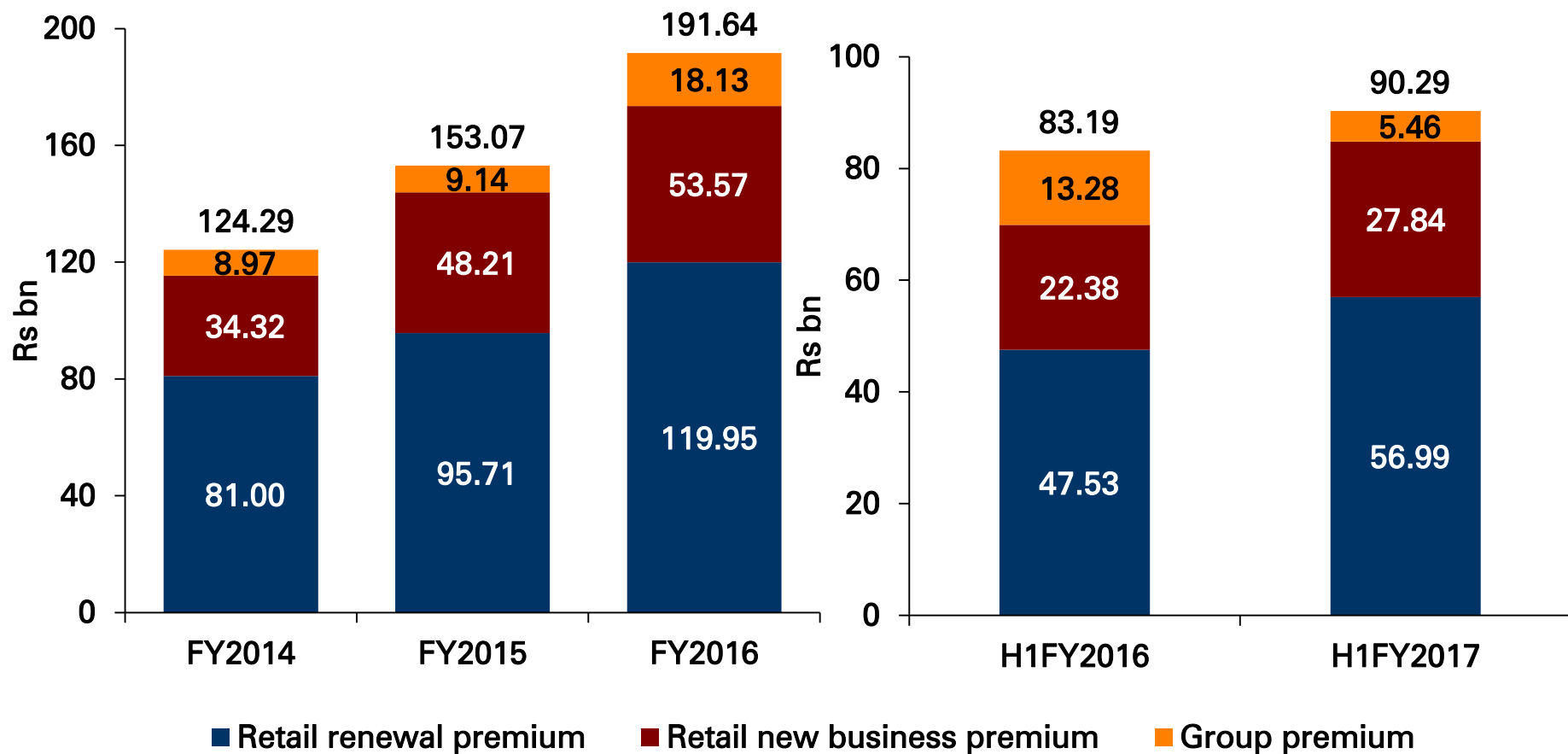
Leverage market opportunity	<ul style="list-style-type: none">● Continue to deliver superior customer value through better products, customer service and claims management● Deliver superior fund performance● Focus on key local markets through customized regional strategy● Explore growth opportunities in emerging segments like health & pension
Strengthen multi channel architecture and explore non-traditional channels	<ul style="list-style-type: none">● Focus on deepening existing bancassurance relationships and seeking alliances with new banks● Focus on increasing scale of our agency distribution channel● Using our data analytics capability to target customers● Establish relationship with new non bank partners with focus on quality
Focus on increasing value of new business	<ul style="list-style-type: none">● Expand our protection business● Improve customer retention● Maintain market-leading cost efficiency
Leverage technology for profitable growth	<ul style="list-style-type: none">● Increasing digital marketing and sales● Digitizing sales and service processes● Utilizing big data and machine learning techniques

New Business

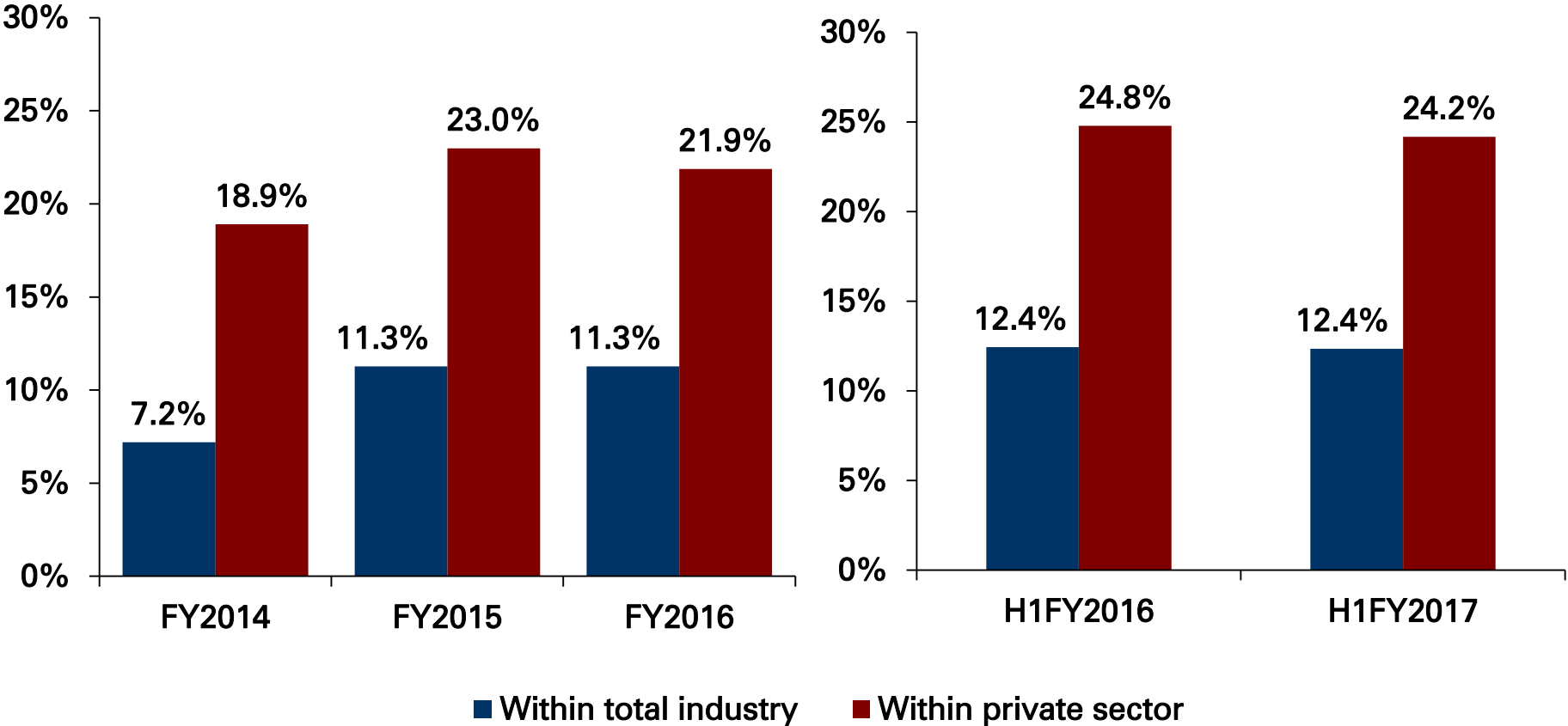
Rs bn	FY2015	FY2016	Growth	H1FY2016	H1FY2017	Growth
RWRP ¹	45.96	49.68	8.1%	21.18	24.80	17.1%
APE ²	47.44	51.70	9.0%	22.34	26.13	17.0%
Saving APE	46.68	50.31	7.8%	21.85	24.99	14.4%
Protection APE	0.76	1.39	83.6%	0.49	1.14	132.7%

1. Retail weighted received premium
2. Annualized premium equivalent

Premium summary



Market share¹



1. Retail weighted received premium (RWRP) basis
 Source: IRDAI, Life insurance council



Consistent leadership in private sector¹

Market Share	FY2012	FY2013	FY2014	FY2015	FY2016	H1FY2017
LIC	63.5%	62.0%	62.0%	51.0%	48.5%	48.9%
ICICI Prudential	5.9%	7.0%	7.2%	11.3%	11.3%	12.4%
SBI Life	4.4%	5.1%	6.2%	7.7%	9.7%	10.3%
HDFC Life	5.7%	6.7%	5.2%	7.3%	7.6%	6.4%
Max Life	3.1%	3.2%	3.9%	4.8%	4.8%	4.7%
PNB Met Life	1.0%	1.2%	1.3%	1.7%	2.1%	1.9%
Kotak Life	1.0%	1.0%	1.0%	1.5%	2.1%	1.9%

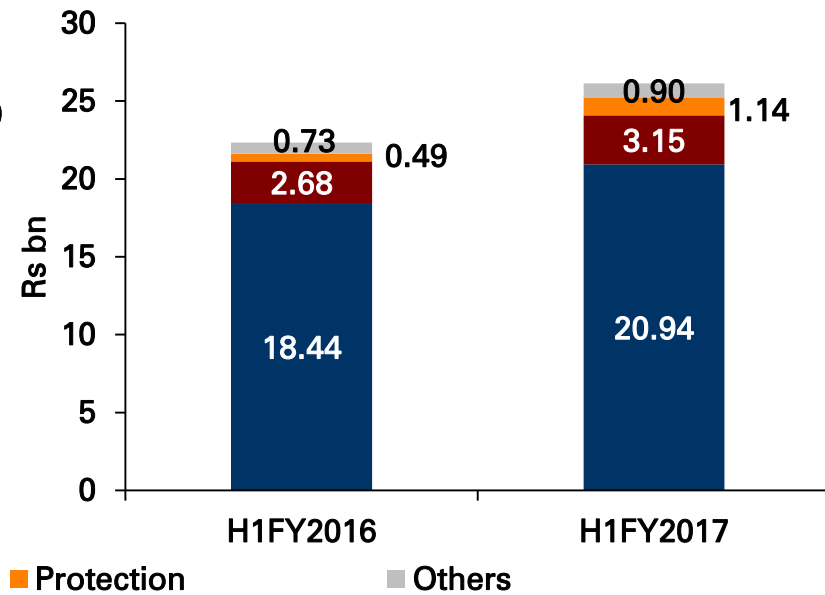
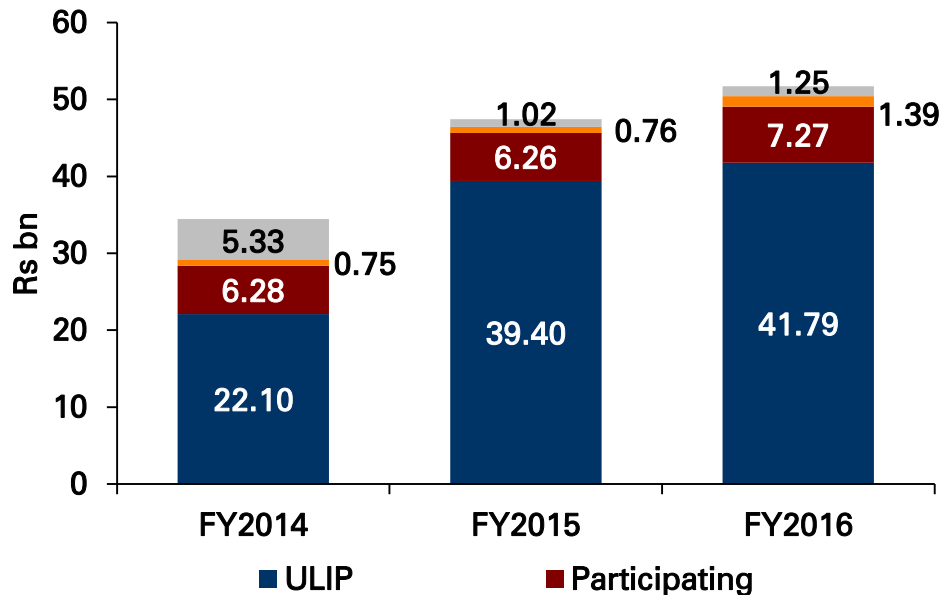
Market leaders in private market since FY2002

1. Retail weighted received premium (RWRP) basis
Source: IRDAI, Life insurance council



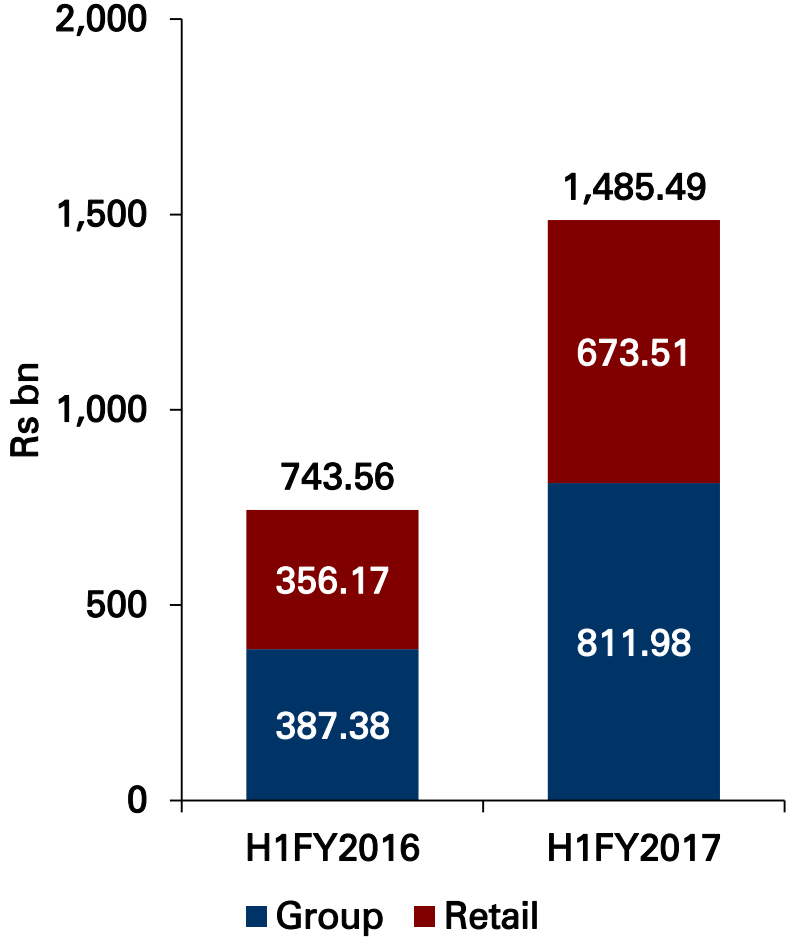
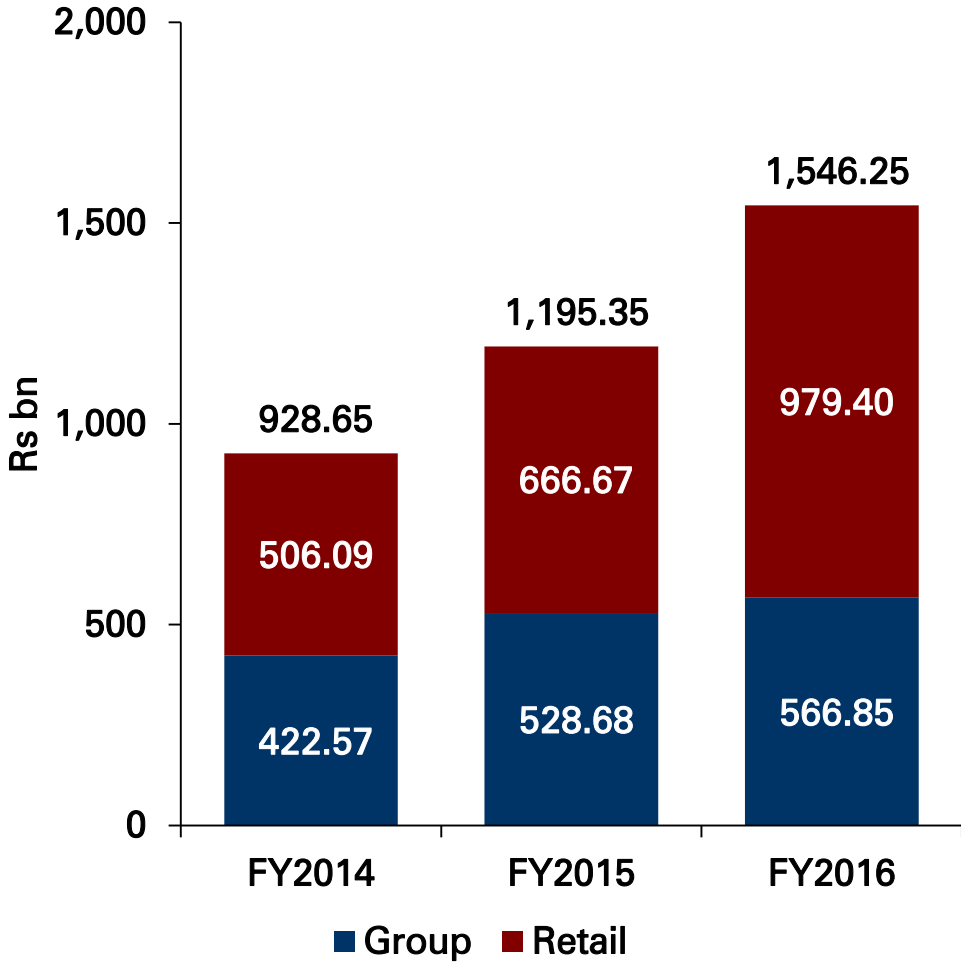
Product mix¹

Product mix ¹	FY2014	FY2015	FY2016	H1FY2016	H1FY2017
ULIP	64.1%	83.1%	80.8%	82.5%	80.1%
Participating	18.2%	13.2%	14.1%	12.0%	12.0%
Protection ²	2.2%	1.6%	2.7%	2.2%	4.4%
Non-Participating	13.3%	0.6%	0.4%	0.5%	1.9%
Group ³	2.2%	1.5%	2.0%	2.8%	1.5%



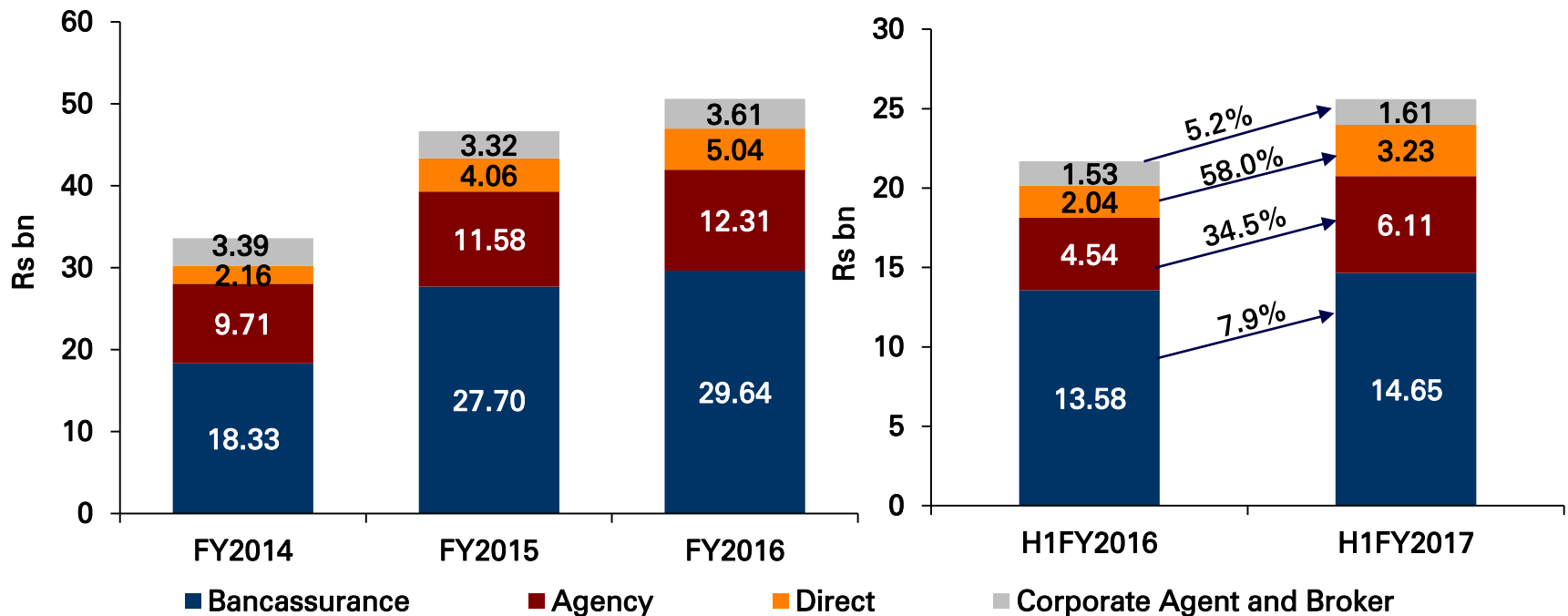
1. Annualized Premium Equivalent (APE) basis
 2. Protection includes retail and group protection products
 3. Group excludes group protection products
- Components may not add up to the totals due to rounding off

New business sum assured



Channel mix

Channel Mix ¹	FY2014	FY2015	FY2016	H1FY2016	H1FY2017
Bancassurance	53.2%	58.4%	57.3%	60.8%	56.1%
Agency	28.2%	24.4%	23.8%	20.3%	23.4%
Direct	6.3%	8.6%	9.8%	9.1%	12.4%
Corporate agents and brokers	9.9%	7.0%	7.0%	6.8%	6.1%
Group	2.5%	1.6%	2.1%	2.9%	2.1%



Quality Parameters

	FY2015	FY2016	H1FY2016	H1FY2017
13 th month persistency ¹	79.0%	82.4%	81.0%	82.1% ²
49 th month persistency ¹	54.4%	62.2%	77.8% ³	61.1% ²
Cost (Rs bn)	22.58	25.45	11.99	14.24
Cost/ TWRP ⁴	15.4%	14.5%	16.7%	17.1%
Assets under management (Rs bn)	1,001.83	1,039.39	991.27	1,128.27

1. As per IRDA circular dated January 23, 2014
2. Persistency ratio for 5MFY2017
3. Excluding Single premium 49th month persistency was 57.7% as compared to 59.7% for 5MFY2017
4. Cost/ Total weighted received premium

Persistency¹

Month	FY2014	FY2015	FY2016	H1FY2016	5MFY2017
13 th month	71.5%	79.0%	82.4%	81.0%	82.1%
25 th month	68.4%	65.9%	71.2%	68.0%	72.5%
37 th month	57.3%	64.3%	61.6%	63.5%	62.9%
49 th month	20.3%	54.4%	62.2%	77.8% ²	61.1% ²
61 st month	12.7%	14.5%	46.0%	15.6%	65.6%

1. As per IRDA circular dated January 23, 2014

2. Excluding Single premium 49th month persistency for H1FY2016 was 57.7% as compared to 59.7% for 5MFY2017

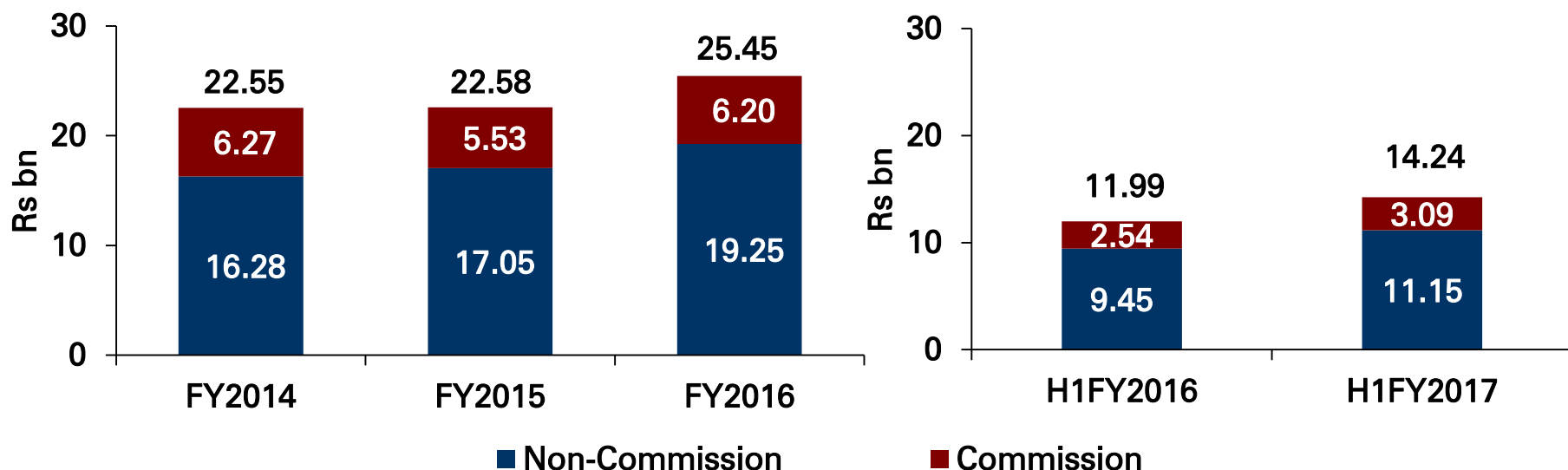
Leveraging technology across value chain

Pre sales	Fulfilment	Post sales
<ul style="list-style-type: none">● Structured sales approach and need analysis● Product literature in 12 languages to aid sales● Standardized content including videos to enable consistent messaging● Integrated with lead management system	<ul style="list-style-type: none">● Intuitive, easy to use app form with data pre population● eKYC – no doc required for existing ICICI Bank, ICICI Pru Life customers and Aadhar card holders● Ease of scanning and uploading doc● Instant underwriting● Support multiple Online payment options	<ul style="list-style-type: none">● Enable anytime, anywhere servicing● View and update policy details and execute payments● Ease of upsell through pre-approved additional cover● Ease of self-servicing for employee / agent

Issuance and delivery of e-policy within 2 hours

Cost efficiency

Rs bn	FY2014	FY2015	FY2016	H1FY2016	H1FY2017
Expense ratio (excl. commission) ¹	13.6%	11.7%	11.0%	13.2%	13.4%
Commission ratio ²	5.2%	3.8%	3.5%	3.5%	3.7%
Cost/TWRP ³	18.8%	15.4%	14.5%	16.7%	17.1%
Cost / Average AUM ⁴	2.9%	2.5%	2.5%	2.4%	2.6%



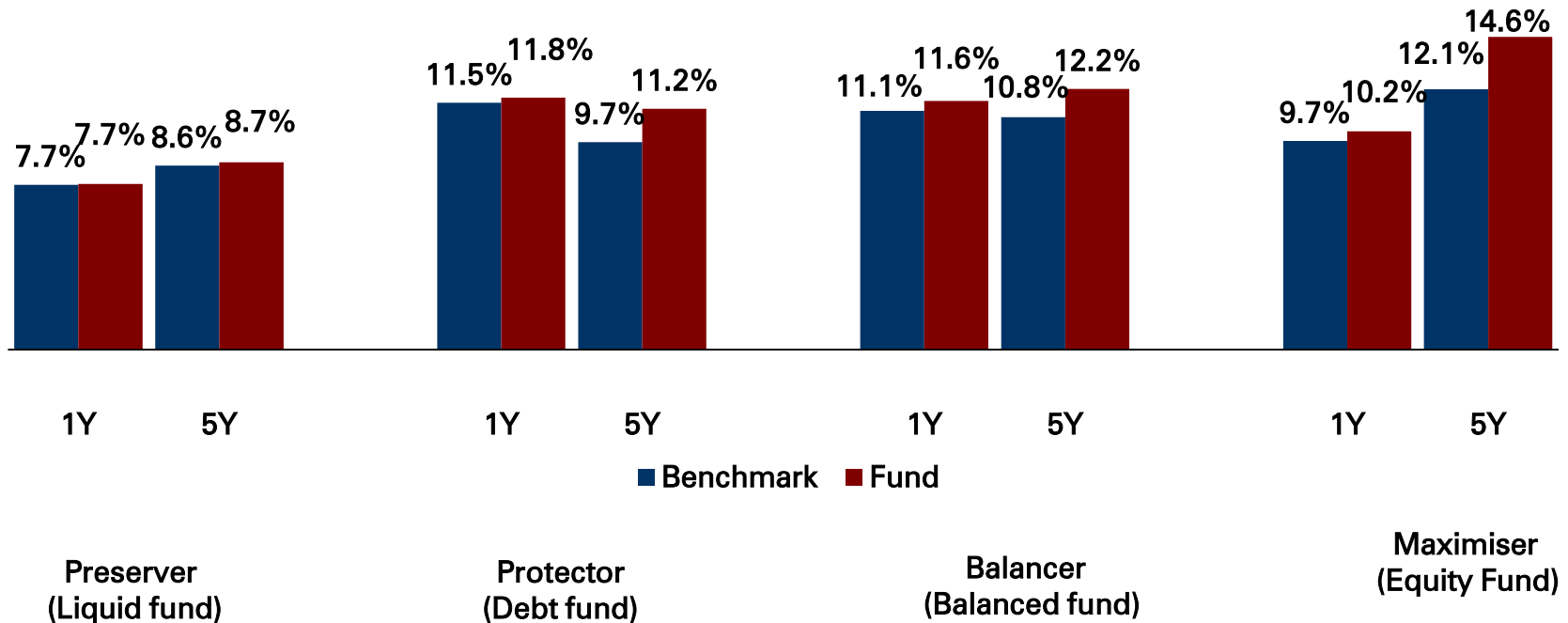
1. Expense ratio: All insurance expenses (excl. commission) / (Total premium – 90% of single premium)

2. Commission ratio: Commission / (Total premium – 90% of single premium)

3. Total Expense ratio: Cost / (Total premium – 90% of single premium)

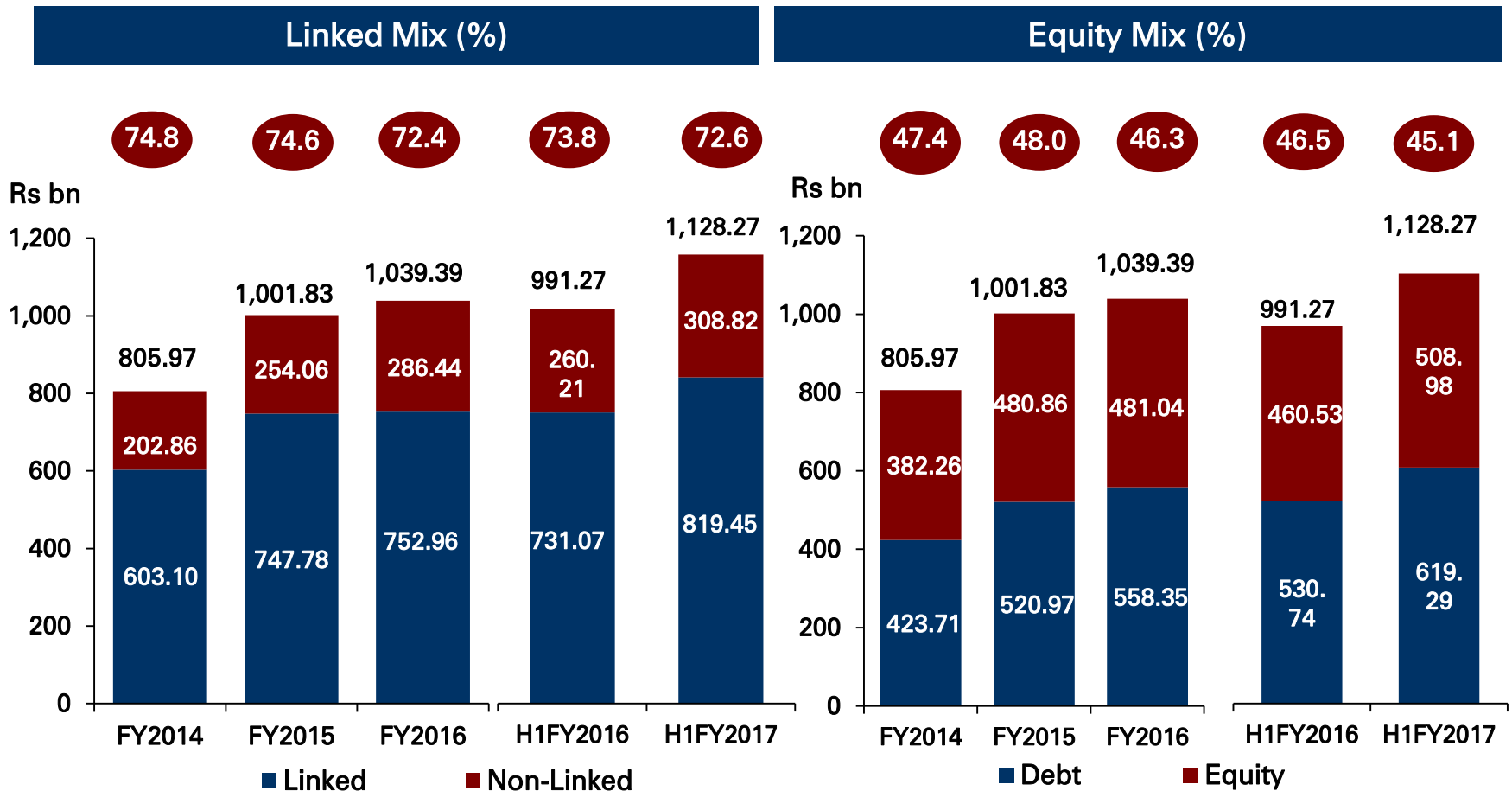
4. Cost / Average assets under management held during the period

Superior fund performance across cycles*



94.4% of debt investments in AAA rated and government bonds

Assets under management



Amongst the largest fund managers in India

Profitability

Amount in Rs bn	FY2015	FY2016	H1FY2017
Profit after tax (PAT)	16.34	16.50	8.24
Value of new business ¹	2.70	4.12	2.44
VNB Margin ¹	5.7%	8.0%	9.4%
Indian Embedded Value (IEV)	-	139.39	148.38

1. IEV basis on actual cost

Profitable growth

Solvency Ratio (%)

372

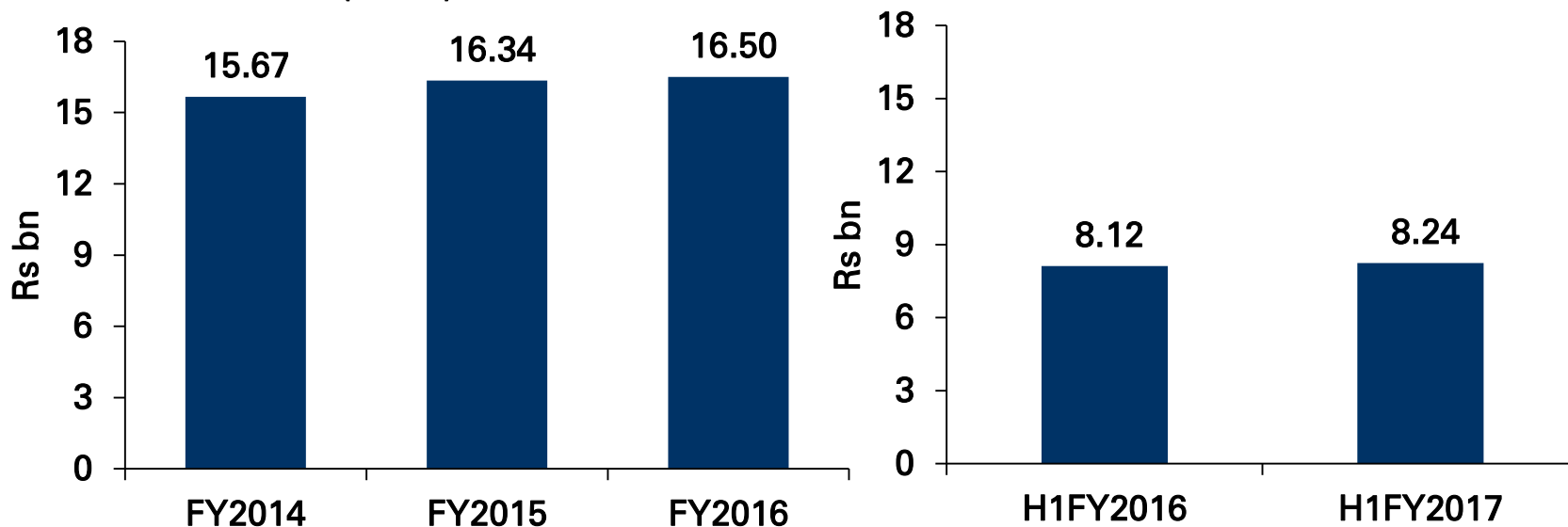
337

320

328

306

Profit after tax (Rs bn)



- Sustained and strong profitability
- Well positioned to capitalize on growth opportunity

Value of New Business¹

Rs billion	FY2015	FY2016	H1FY2017
APE	47.44	51.70	26.13
Savings APE	46.68	50.31	24.99
Protection APE	0.76	1.39	1.14
Value of New Business (VNB)	2.70 ¹	4.12 ¹	2.44 ²
VNB Margin	5.7%	8.0%	9.4%
Indian Embedded Value	-	139.39	148.38

- Growth in Protection APE of 132.7%
- Improvement in 13th month persistency³ from 81.0% in H1FY2016 to 82.1% in 5MFY2017
- Increase in Cost/TWRP ratio from 16.7% in H1FY2016 to 17.1% in H1FY2017

1. Indian Embedded Value basis on actual cost
 2. Based on management forecast of cost for FY2017
 3. As per IRDA circular dated January 23, 2014

Summary

<p>1 India: High growth potential</p>	<ul style="list-style-type: none"> Low penetration¹ vs mature economies and even lower density One of the fastest growing large economy in the world with strong growth drivers
<p>2 Consistent Leadership Across Cycles</p>	<ul style="list-style-type: none"> #1 in India on RWRP² basis for every year since FY2002 Significant market share gain, on RWRP basis since FY2012
<p>3 Customer Centric Approach Across Value Chain</p>	<ul style="list-style-type: none"> Customer focused product suite; Delivering superior value through product design and fund performance Low grievance ratio and best in class claims settlement ratio
<p>4 Multi Channel Distribution backed by advanced digital processes</p>	<ul style="list-style-type: none"> Access to network of ICICI bank (#1 Indian private bank) and Standard Chartered Bank Continue to invest in agency channel, adding quality agents and improving productivity Strong focus on technology and digitization to reduce dependence on physical presence
<p>5 Delivering Consistent Returns to Shareholders</p>	<ul style="list-style-type: none"> RoE³ of more than 30% since FY2012; Self funded business – no capital calls since FY 2009; cumulative dividend pay-out of Rs 45.83 bn⁴ With strong solvency of 305.9% and less capital requirement due to product mix, well positioned to take advantage of growth
<p>6 Robust & Sustainable Business Model</p>	<ul style="list-style-type: none"> Very low regulatory or interest rate risk with over 80% of APE⁵ contribution from ULIP products; Over 90% of debt investments in AAA rated and government bonds Strong focus on renewals (high persistency ratios)

1. Sum assured as a % of GDP
 2. IRDAI Retail Weighted Received Premium (RWRP)
 3. Return on equity: Profit as a factor of average net worth

4. Including Q2-2017
 5. Annualized Premium Equivalent

Safe harbor

Except for the historical information contained herein, statements in this release which contain words or phrases such as 'will', 'would', 'indicating', 'expected to' etc., and similar expressions or variations of such expressions may constitute 'forward-looking statements'. These forward-looking statements involve a number of risks, uncertainties and other factors that could cause actual results to differ materially from those suggested by the forward-looking statements. These risks and uncertainties include, but are not limited to our ability to successfully implement our strategy, our growth and expansion in business, the impact of any acquisitions, technological implementation and changes, the actual growth in demand for insurance products and services, investment income, cash flow projections, our exposure to market risks, policies and actions of regulatory authorities; impact of competition; experience with regard to mortality and morbidity trends, lapse rates and policy renewal rates; the impact of changes in capital , solvency or accounting standards , tax and other legislations and regulations in the jurisdictions as well as other risks detailed in the reports filed by ICICI Bank Limited, our holding company, with the United States Securities and Exchange Commission. ICICI Prudential Life Insurance undertakes no obligation to update forward-looking statements to reflect events or circumstances after the date thereof.

Thank you